

**Franklin County**  
**Quit Line Data Summary**  
 July 1 - September 30, 2003

|  | <u>County</u>   | <u>State</u>     |
|--|-----------------|------------------|
| <b>Number of Calls to Quit Line</b>                      | <b>N = 5</b>    | <b>N = 2,935</b> |
| <b>Percent of Statewide Calls</b>                        | 0.2%            | 100.0%           |
| <b>Percent of State Population in County<sup>1</sup></b> | 0.8%            | 100.0%           |
|  | <b>County %</b> | <b>State %</b>   |
| <b>Gender</b>  | <b>N = 5</b>    | <b>N = 2,565</b> |
| Female   | 40.0%           | 63.8%            |
| Male   | 60.0%           | 36.2%            |
| <b>Race/Ethnicity</b>                                    | <b>N = 4</b>    | <b>N = 2,185</b> |
| People of Color  | *               | 13.0%            |
| White  | *               | 87.0%            |
| <b>Age</b>   | <b>N = 5</b>    | <b>N = 2,379</b> |
| Less than 18 years old                                   | 0.0%            | 1.7%             |
| 18 - 24 years old  | 20.0%           | 15.7%            |
| 25 - 34 years old  | 0.0%            | 23.3%            |
| 35 - 44 years old  | 40.0%           | 26.0%            |
| 45 years and older                                       | 40.0%           | 33.2%            |
| <b>Education</b>   | <b>N = 5</b>    | <b>N = 2,267</b> |
| Did not graduate high school                             | 40.0%           | 19.5%            |
| High school graduate                                     | 20.0%           | 33.3%            |
| Some college/vocational school                           | 40.0%           | 35.3%            |
| College graduate   | 0.0%            | 11.9%            |
| <b>Caller Type</b>                                       | <b>N = 5</b>    | <b>N = 2,685</b> |
| General Information                                      | 0.0%            | 10.5%            |
| Health care provider                                     | 0.0%            | 3.2%             |
| Tobacco user   | 100.0%          | 86.3%            |
| <b>Payer Type</b>  | <b>N = 4</b>    | <b>N = 1,774</b> |
| Insured  | *               | 29.4%            |
| Uninsured  | *               | 30.4%            |
| Medicaid   | *               | 40.2%            |
| <b>Heard About</b>                                       | <b>N = 3</b>    | <b>N = 2,220</b> |
| Past caller  | *               | 14.0%            |
| Employer/worksites                                       | *               | 1.1%             |
| Health care provider                                     | *               | 29.8%            |
| Television   | *               | 13.7%            |
| Outdoor advertisement (billboard/bus/wall)               | *               | 4.7%             |
| Targeted mailing   | *               | 0.0%             |
| Great Start  | *               | 0.1%             |
| Radio  | *               | 1.1%             |
| Newspaper/Magazine                                       | *               | 0.5%             |
| Brochure/Newsletter                                      | *               | 5.6%             |
| Family or friend   | *               | 24.7%            |
| Health Department  | *               | 4.1%             |
| School   | *               | 0.6%             |

Source: Washington State Department of Health  
 Tobacco Prevention and Control  
 Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.